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| POA for Serial No. 09/379,167 And 11/190,384 | |

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| | |
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| Application Number | 09/379,167 |
| Filing Date | August 23, 1999 |
| First Named Inventor | Bruce Eisen |
| Title | Electronically Distributing Promoti |
| Art Unit | 3622 |
| Examiner Name | John Young |
| Attorney Docket Number | A-7729 US |

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☒ Practitioners associated with the Customer Number:

42698

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☐ Applicant/Inventor.☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/86)

SIGNATURE of Applicant or Assignee of Record

| | | | |
|-------------------|--------------------------------------------------------------------------------------|-----------|--------|
| Signature |  | Date | 9/9/05 |
| Name | Bruce Eisen | Telephone | |
| Title and Company | UserTrends, Inc. | | |

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

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